

Appl. No. 09/887,198  
Amtd. dated July 1, 2005  
Reply to final Office Action of May 3, 2005

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (original): A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

defining advertising zones within a geographic region; and  
in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising zones the road segment represented by the data entity is located.

Claim 2 (original): The method of Claim 1 further comprising:

defining a hierarchy of said advertising zones, wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer.

Claim 3 (original): The method of Claim 2 further comprising:

defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

Claim 4 (original): The method of Claim 1 further comprising:

associating advertising messages with at least some of said advertising zones.

Claim 5 (original): The method of Claim 4 further comprising:

storing said advertising messages in an advertising database.

Claim 6 (original): The method of Claim 1 wherein said advertising zones are formed dynamically.

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Claim 7 (original): A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

defining a hierarchy of advertising areas located within a geographic region, wherein said hierarchy of advertising areas include at least a first layer and a second layer, wherein said first layer and said second layer overlap; and

in a geographic database that contains data that represent roads located in the geographic region, associating with each data entity that represents a road segment located in the geographic region data that indicate in which of said advertising areas the road segment represented by the data entity is located.

Claim 8 (original): The method of Claim 7 further comprising:

defining an index that references the advertising zones in the first layer that overlap the advertising zones in the second layer.

Claim 9 (original): The method of Claim 7 wherein said advertising zones are based on accessibility.

Claim 10 (original): The method of Claim 7 wherein said advertising zones are based driving distances from defined locations.

Claim 11 (original): The method of Claim 7 wherein said advertising zones are based driving times from defined locations.

Claim 12 (original): The method of Claim 7 wherein said advertising zones are formed dynamically.

Claim 13 (original): A geographic database stored on a computer-readable medium comprising:

road segment data that represent road segments located in a geographic region; and

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advertising zone data associated with said road segment data, wherein said advertising zone data indicate which of a plurality of advertising zones into which the geographic region is divided road segments represented said road segment data are located in.

Claim 14 (original): The invention of Claim 13 wherein said geographic database further comprises:

an index that references advertising zones that encompass other advertising zones.

Claim 15 (original): The invention of Claim 13 wherein said geographic database is installed in a standalone navigation system.

Claim 16 (original): The invention of Claim 13 wherein said geographic database is installed on a navigation services server from which end users' computing platforms obtain geographically-related services.

Claim 17 (original): The invention of Claim 13 wherein said advertising zone data includes an indication of which of a plurality of layers of advertising zones, a particular advertising zone is located in.

Claim 18-27 (canceled).

Claim 28 (previously presented): A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

dynamically forming a new advertising zone associated with the position of the mobile computing platform; and

providing the user with an advertising message associated with said advertising zone.